Valerie Waldron

11/30/2023

BUF 4900: Internship

 My Brand Image:

1. What is your brand? How do you identify yourself? Describe your best personal individual characteristics and express them as you want to develop them. Develop a brand logo that represents you (an original).

My Brand is Valerie Waldron, I identify as she/her/hers, I am a reliable, highly adaptable, team player who is all about workability, getting the most efficient with time given for projects, and always trying my absolute best to be understanding in the space where everyone feels respected and valued from their contribution to the group. I want to be able to develop them by actively finding ways in group projects to strengthen my skills in leadership and collegiality. Another characteristic that I find to be very strong and important is how I am always finding ways to improve myself by either strengthening my work ethic or being open to learning from my mistakes. So, next time when I find myself in a rut, I will be able to handle constructive criticism.



1. Write a mission statement about yourself as a company (or brand), what would be your direction, opportunity, significance, and achievement? What is your value? Describe your mission in no less than five (5 sentences). Write your personal and professional mission statement for your potential employers.

Valerie Waldron’s purpose is to make a profound difference in her family by being one of the first to change the narrative of how women in the Hispanic community would redefine her mark In the world and In her family as one of the first to break the status quo of what a woman should be, but of how talented she is to make such Impactful changes to her community. Waldron’s direction is on the trajectory of getting what she wants and others around her benefitting from her success too. Valerie holds such an important value to herself because she acknowledges that there will be challenges to getting what you want but you’ve got to be realistic with the ups and downs the most important part is to remember that the mission is to continue upward never backward. Valerie Waldron is dedicated to making sure that even though she has her battles going on doesn’t mean that she would take out her frustration on others but to learn how to manage emotions and be able to push through those hard times.

1. Discuss your personal and professional objectives. Objectives are detailed statements that support your mission statement. Remember they are written in detail. Please write five (5) personal and professional objectives that support your mission statement.

Professional Objectives:

Objective 1: Attain my bachelor’s degree In Fashion Technology

* Work hard in my exams and do my best to maintain a high GPA.
* Keep a good reputation within city tech and build lasting connections with classmates.
* Get recommendations from the professors that I made connections with and maintain contact with them outside of city tech.
* Meet the requirements required to finish and get my bachelor's diploma.
* walk down the aisle to get my diploma in January.

Objective 2: Attain full-time employment job that is just a job not a career.

* Apply to 25 jobs per day.
* Generate several resumes to send out to different employers.
* Go to networking events to socialize and get information on how to apply for current job openings.
* Constantly refresh my cover letter to stay up to date with new opportunities.
* Stay in the loop with the professional development center’s handshake database after graduation.

Objective 3: Get into Graduate School.

* Create a list of colleges that I’m interested in with a major and requirements details spreadsheet.
* Meet with advisors from those colleges and have a notepad of questions that I want answered like budgeting, grants I could apply to that could manage the cost to be less, if possible, etc.
* Narrow down the colleges and decide which two or three to apply to that would offer me the best budget and plan that is both cost-effective relatively that I could handle.
* When I have chosen which two or three to apply to then I could start aligning myself with what the requirements are for those colleges for the program that I’m interested in.
* Choose which college to attend after the acceptance letter.

Objective 4: Attain a job in the career that I want (Fashion).

* Get insight from people who are already In the industry.
* Research potential industries that are thriving and that are hiring more job roles.
* Prepare for the interview mindfully with the intention that I want in mind.
* Identify some transferrable skills that the job role requires.
* Tailor resume for a role in the field and take out stuff that doesn’t work anymore for a general role.

Objective 5: Build a strong network in Fashion and expand it.

* Attend local fashion events and encourage being social with others in a public setting.
* Allocate time to build strategic connections in the field like helping them out in their venture.
* Staying relevant with what’s going on in the industry and understanding what I want clearly by expressing it in a way that feels natural and easy to follow.
* Be open and not seem like a know-it-all; people like to feel like what they’re bringing to the table is contributing to others.
* Join professional associations or online communities like Clock Out which is an application that allows you to connect with others through groups in the city and join clubs that expand your network outside of your circle.

Personal Objectives:

Objective 1: Work out 6 days a week and maintain a healthy diet.

* Staying consistent with your schedule would likely help you stay consistent with your goal of losing weight and gaining muscle.
* Swap out unhealthy snacking habits with healthier ones
* Limit alcohol consumption and keep it to a minimum.
* Alternate your workout target areas so you always have a reason to come back to the gym.
* Commit to the gym as a lifestyle shift, not a momentary one; so pace yourself and don’t rush the process for temporary gains.

 Objective 2: Become a better listener.

* Practice active listening which includes cognitive, emotional, and behavioral finding a balance between it all which feels like a challenge for me but I want to verbally express myself in a way that isn’t condescending to other folks.
* Be open to failure, I wont know every single thing that the person may be saying but asking strong questions would help lessen tension with interactions.
* Don’t try and rehearse and be distracted to what you’re about to say because that’s not an act of active listening. Be truthful because sometimes people get tired of listening. So, just be respectful about it.
* Monitor emotions and if I have an emotional reaction just allow yourself to step away to reflect or if it may be too much too soon then just honest and don’t pretend.
* Maintaining attention – focus on this person if you need to take some deep breaths but state your intention of the conversation and just roll with it until it is done.

Objective 3: Become a leader.

* Being empathetic to other people, having grace for people around you, and not making them wrong for not doing certain things is not a way to be a leader judging others is not the way.
* Develop followers- one effective way of being a good leader is by making sure that you have your team’s back too just as they have yours at the workplace. Keeping communication lines open and understanding their role in the project is just as important as your leadership.
* Create realistic/ clear expectations – provide clear goals to be met and give critical yet useful information that is both positive and encouraging for them to continue to work hard.
* Incorporate a shared vision – setting the intention to why the rigorous work and attitude needs to be in place is not to be a negative leader but letting them know why and where doing things which it is being done is effective. Ie. Keep your eyes on the prize.
* Embrace changes- Learning how to lead through change is critical because if you are adaptive and also could lead through the changes and in the interim you can set how to move forward with your team.

Objective 4: Complete a spartan race for the first time and keep beating my personal goal.

* I’d have to be mentally and spiritually motivated to do such a race.
* Build a solid running base- build up my endurance to where I can handle certain long distances and try to control my heart rate.
* Improve my grip strength -there’s a lot of pulling in a spartan race regardless of the distance. Forearms, biceps, and back need strength and endurance to be able to handle pulling and carrying heavy loads.
* Practice other functional movements – like grappling and climbing under awkward obstacles. Train like If you’re in the spartan race every time you train before the official day.
* Setting a personal goal – like getting a medal setting intentional realistic goals that are pushing yourself and yes, it is a competition but there needs to be some form of realistic within your intentional goals since others before you have trained at a much higher frequency.

Objective 5: Learn new job skills for the career path I want to attain in the future

* Attain additional degrees for career advancement
* Become a thought leader in my industry
* Seek and listen intently for performance feedback
* Aquire more soft skills
* Master public speaking
1. Write down specific personal and professional goals. Goals are specific quantitative (measurable) statements that will support your objectives. You may need more goals other than five (5). These are short-stated measurable steps to meet objective statements. Please write more than five (5) personal and professional goals that support your objectives. Some goals can be short-term while other goals can be long-term.

Professional Objectives

 Objective 1: Complete one continued education online course per month.

* Sharpen my skills by using YouTube to learn how to use Adobe Premier.
* Sign up for a masterclass and how to use editing software.
* Research how to advance my career with more education or training for 5 minutes every day for a week.
* Read one amazing book on leadership each month for the next 5 months.

Objective 2: Apply to Grad school.

* Schedule one informational interview with the grad school counselor by the 1st of next month.
* Reach out to the professional development center and discuss how to succeed In my industry
* Talk to professionals already In the industry and gain some insight into how they managed to get into the field and how long it took for them to get to where they are now.
* Attend info sessions at the colleges.
* Talk to some students and find out if the college is worth it; try to get some live reviews of the college.

Objective 3: Develop strong interpersonal skills.

* Take risks.
* Be kind to yourself- even people who have become successful have to develop speech tactics.
* Build healthy habits.
* Set achievable goals and acknowledge how far you’ve come.
* Cultivate compassion for others.

Objective 4: Improve productivity.

* Take a break or a few.
* Refine your workspace.
* Build a better to-do list.
* Manage your energy, not just your time.
* Focus on one thing at a time, don’t overwhelm yourself.

Objective 5: Improve public speaking.

* Practice repeatedly.
* Think positively.
* Watch recordings of past speeches because then you’d know whether you could improve in certain areas.
* Cope with your nerves.
* Engage with your audience.

 Personal Objectives:

Objective 1: Be Present to others near and far.

* Host a game night with friends every other month.
* See my mother more often and get my father to move from the Caribbean here.
* Strike up conversations with people even if their strangers on a line.
* Commit to being a good listener.
* Call your best friend in Virginia every week. ‘

Objective 2: Be strict with Finances.

* Encourage budgeting for the year.
* Eat out less and cook at home more.
* Create a list of monthly expenses and attempt to reduce them over time.
* Schedule an appointment with a financial advisor.
* Create a savings account.

Objective 3: Gain a career certificate.

* Project management certification.
* Explore becoming a business analyst.
* Supply chain certification in understanding global finance and understanding language.
* Complete a training program in marketing in a niche market that isn’t fashion alone but a more general one.
* Human resources because it demonstrates to potential employers that I took the initiative to pursue a leadership role.

Objective 4: Improve self-confidence.

* Create speeches and excel in them in public.
* Know what I want and be sure about it.
* Know yourself.
* Failure Is okay that means that you are doing what you can to improve.
* Don’t try to be someone else, everybody else is taken.

Objective 5: To appear confident in interviews.

* Do your research. Most of the nervousness is when you don’t know what you’re talking about.
* Rehearse your words and practice.
* Rationalize your fears.
* Practice breathing techniques.
* Consider eye contact.

SWOT Analysis:

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| --- | --- | --- | --- |
| Strengths  | Weaknesses | Opportunities  | Threats  |
| Hard worker  | Not enough experience In the workplace  | Find my own niche within the competition. | Inflation  |
| Collegiality  | Sometimes lack confidence  | When the opportunity arises that I must put myself on the chopping block and I got to get it done, best believe it’ll get done. | Ivy League Colleges with higher status |
| Can take criticism and improve from it  | Take on too much responsibility  | Create a team on an idea that I have going on. | Being too hard on myself. |
| Team player  | Trouble balancing work and life  | Asking for more constructive feedback  | Getting too caught up on the small details.  |
| Highly creative, flexible, and driven.  | Being a perfectionist | Allocate time to strengthen my skills for higher roles  | Locking in a certain idea or way of doing things.  |